2022

Portrait *of* European Travellers™

Visit Finland

MMGY Travel Intelligence

MMGY Travel Intelligence

Methodology

MMGY Global conducted a survey of European travellers to learn about their travel behaviours, including travel spend, destination preferences, post-pandemic travel behaviour, sources used during travel planning, motivators for travelling internationally, flight preferences and attitudes toward safety, amongst other topics.

In order to qualify for the survey, respondents had to:

- Be aged 18 or older
- Intend to travel internationally for leisure within the next 12 months (within or outside Europe)

An online survey was conducted from 10 Oct. through 19 Oct. 2022 and received a total of 4,019 responses. Respondents were selected randomly and participated in a 20-minute online survey. The sample has been weighted based on age and gender.

Country of Residence	# of Respondents
France	800
Germany	800
Italy	800
Spain	805
U.K.	814

This report focuses on European international travellers who express an interest in visiting Finland during the next three years (top 2 box on a 5-point scale). This group is referred to as Finland Prospects. There were a total of 1,470 respondents who met this criteria. Throughout the report, we compare results of this group to Non-prospects (travellers who are not interested in visiting Finland), totaling 1,287 respondents.

INTERNATIONAL TRAVEL OUTLOOK

Whilst these travellers are most concerned about the rising cost of travel when planning international holidays, it doesn't appear to be deterring their international travel plans.

When viewing this report, it is important to keep in mind that these results are amongst travellers who have indicated that they plan to travel internationally (inside or outside of Europe) during the next 12 months.

In October of 2022, these travellers reported an intent to take 2.3 international holidays during the next 12 months and spend an average of $3,975 during that time. This anticipated spend is similar to their pre-pandemic average annual spend.

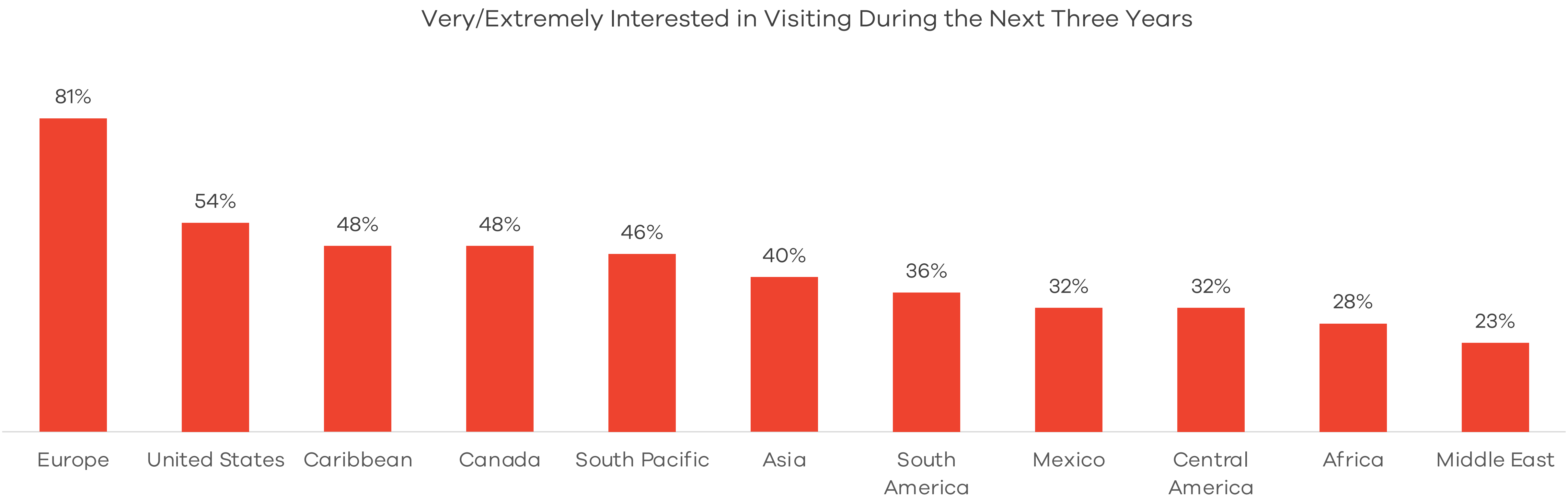
When planning international travel, these travellers' biggest concerns are related to the costs of travel, the economy and concerns of personal safety due to violence/unrest, whilst COVID-19 ranks at the bottom of this list. Overall the European traveller is not as concerned about COVID-19 when travelling internationally, although some groups are more impacted by it than others, including travellers from Spain, Millennials and those making over $125K, with many of these travellers indicating they have changed travel behaviours because of it. Despite their concerns, these travellers are still planning to travel internationally. These trips may just look a little different than they would have pre-pandemic, namely in the choice to visit less-crowded destinations.

These travellers are motivated to travel internationally primarily to experience different cultures, as well as to get away, unplug and explore the outdoors. They are looking for destinations with beautiful scenery, natural attractions and historic/cultural sites but are still influenced by the safety of a destination as it relates to violence/unrest and finding a good deal on the holiday.

The majority of these travellers prefer to visit multiple destinations on their international holidays to experience as much as possible. They are most interested in visiting other places in Europe, with the highest interest in Italy and Spain, followed by the United States, the Caribbean and Canada.

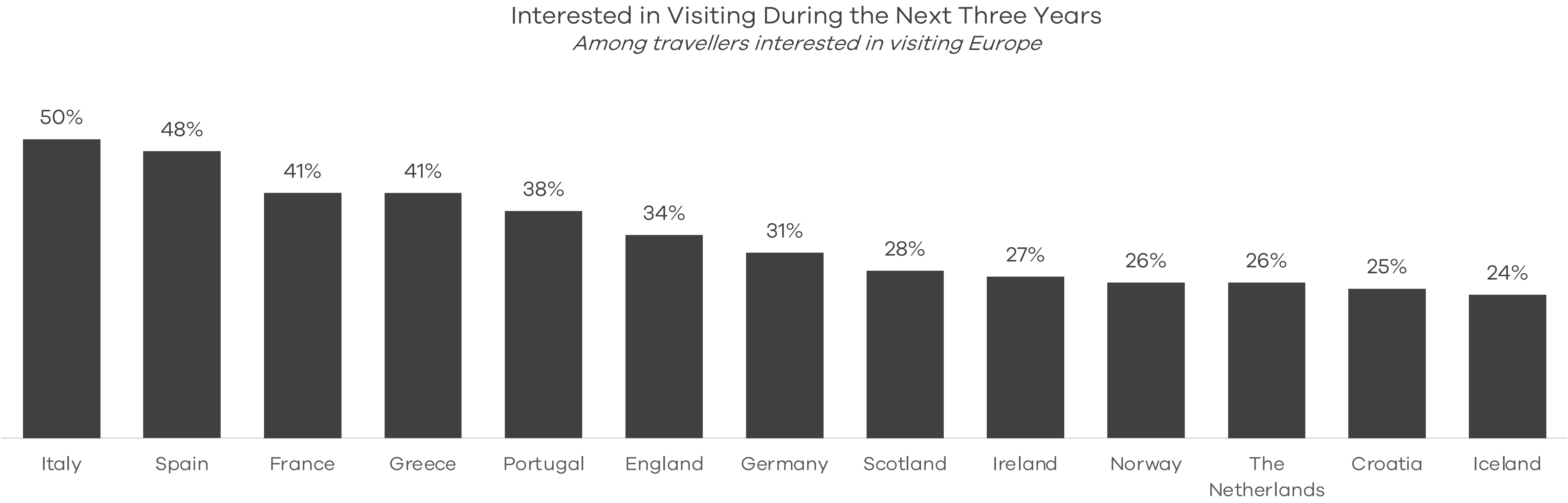
 Source: MMGY Global's 2022 *Portrait of European Travellers*™

European travellers are most interested in visiting other places in Europe during the next three years, followed by the United States, the Caribbean and Canada.



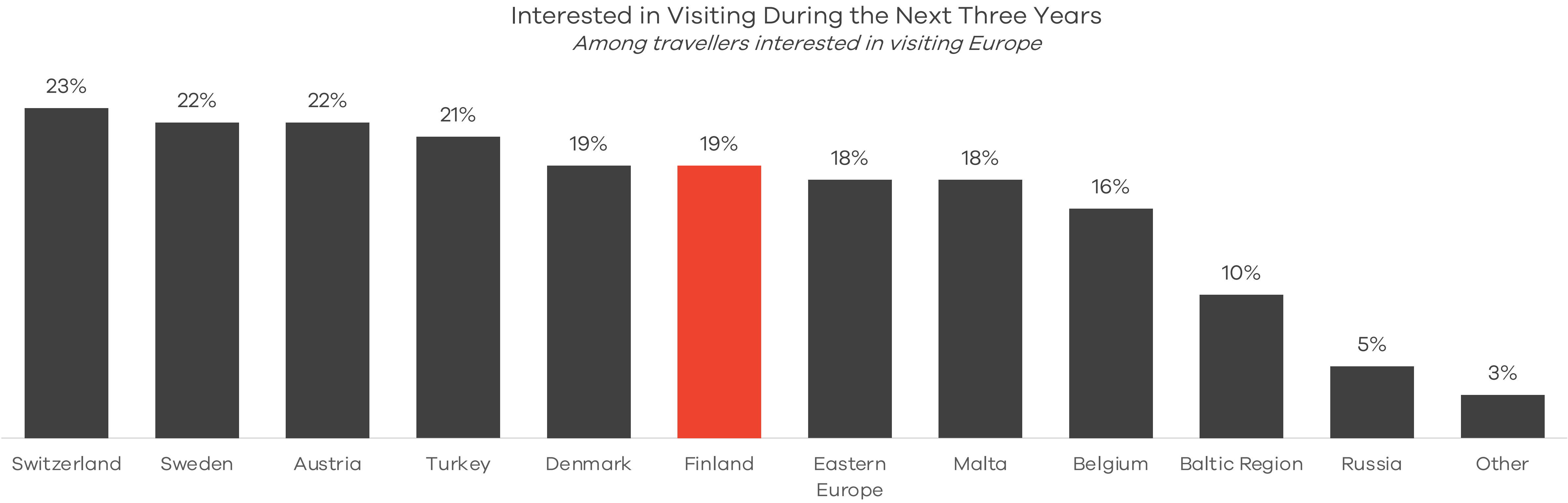
Base: European travellers (n=4,019)
Source: MMGY Global's 2022 *Portrait of European Travellers*™

European Countries Interested in Visiting in the Next Three Years



Base: European travellers (n=4,019)
Source: MMGY Global's 2022 *Portrait of European Travellers*™

Continued: European Countries Interested in Visiting in the Next Three Years



Base: European travellers (n=4,019)
Source: MMGY Global's 2022 *Portrait of European Travellers*™

European Countries Interested in Visiting in the Next Three Years: By Country of Origin

Interested in Visiting During the Next Three Years – *Among travellers interested in visiting Europe*	France	Germany	Italy	Spain	U.K.
Italy	55%	49%	44%	54%	49%
Spain	48%	48%	50%	41%	55%
France	42%	38%	40%	44%	39%
Greece	44%	41%	43%	38%	40%
Portugal	43%	32%	39%	42%	35%
England	29%	29%	41%	39%	32%
Germany	19%	47%	28%	38%	24%
Scotland	28%	23%	33%	31%	22%
Ireland	30%	25%	32%	26%	22%
Norway	24%	27%	33%	27%	19%
The Netherlands	20%	33%	25%	29%	23%
Croatia	30%	27%	21%	23%	25%
Iceland	25%	18%	27%	27%	21%

Base: European travellers (France: n=800, Germany: n=800, Italy: n=800, Spain: n=805, U.K.: n=814)
Source: MMGY Global's 2022 *Portrait of European Travellers*™

European Countries Interested in Visiting in the Next Three Years: By Country of Origin

Interested in Visiting During the Next Three Years – *Among travellers interested in visiting Europe*	**France**	**Germany**	**Italy**	**Spain**	**U.K.**
Switzerland	21%	25%	21%	28%	22%
Sweden	21%	25%	25%	21%	17%
Austria	19%	36%	19%	19%	18%
Turkey	16%	23%	23%	22%	20%
Denmark	15%	22%	24%	22%	13%
Finland	21%	15%	**27%**	21%	13%
Eastern Europe	15%	15%	20%	21%	20%
Malta	20%	15%	19%	16%	21%
Belgium	16%	13%	18%	17%	16%
Baltic Region	11%	9%	12%	11%	9%
Russia	5%	3%	7%	7%	3%
Other	2%	2%	2%	2%	4%

Base: European travellers (France: n=800, Germany: n=800, Italy: n=800, Spain: n=805, U.K.: n=814)

Source: MMGY Global's 2022 *Portrait of European Travellers*™

The Finland Prospect

MMGY Travel Intelligence

Snapshot of the Finland Prospect

	Prospect	Non prospect
Average age	**45**	52
Median income (£/€)	**58.9K**	47.9K
Avg. number of international holidays plan to take during the next 12 months	**2.8**	1.9
Avg. amount plan to spend on international holidays during the next 12 months	$3,998	$3,889
% increase from pre-pandemic annual international spend	+2%	+1%

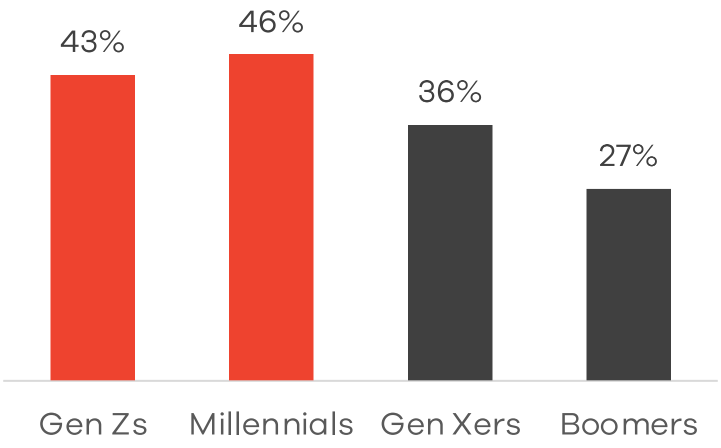
Statistically significant difference from non-prospects is in bold.

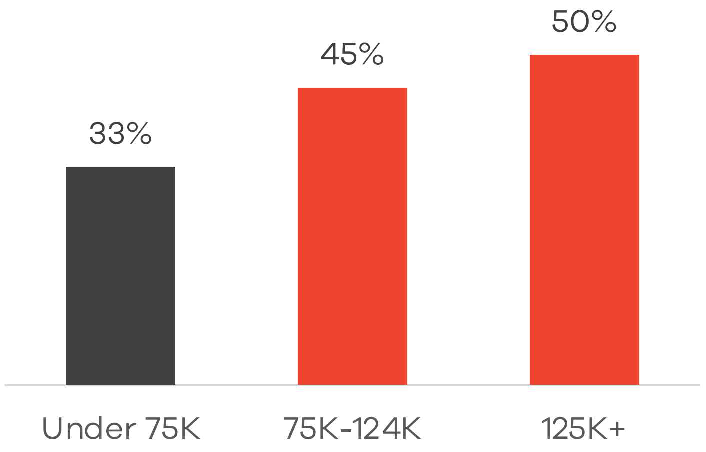
- Finland prospects skew younger and have higher household incomes than non-prospects.
- Compared to non-prospects, Finland prospects expect to take more international holidays in the next 12 months, but they plan to spend a similar amount on these holidays.

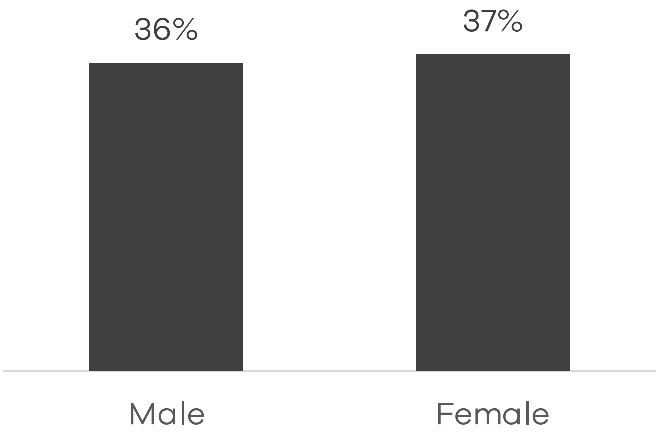
Base: Prospects: n=1,470; Non-prospects: n=1287
Source: MMGY Global's 2022 *Portrait of European Travellers*TM

MMGY Travel Intelligence

Interested in Visiting Finland





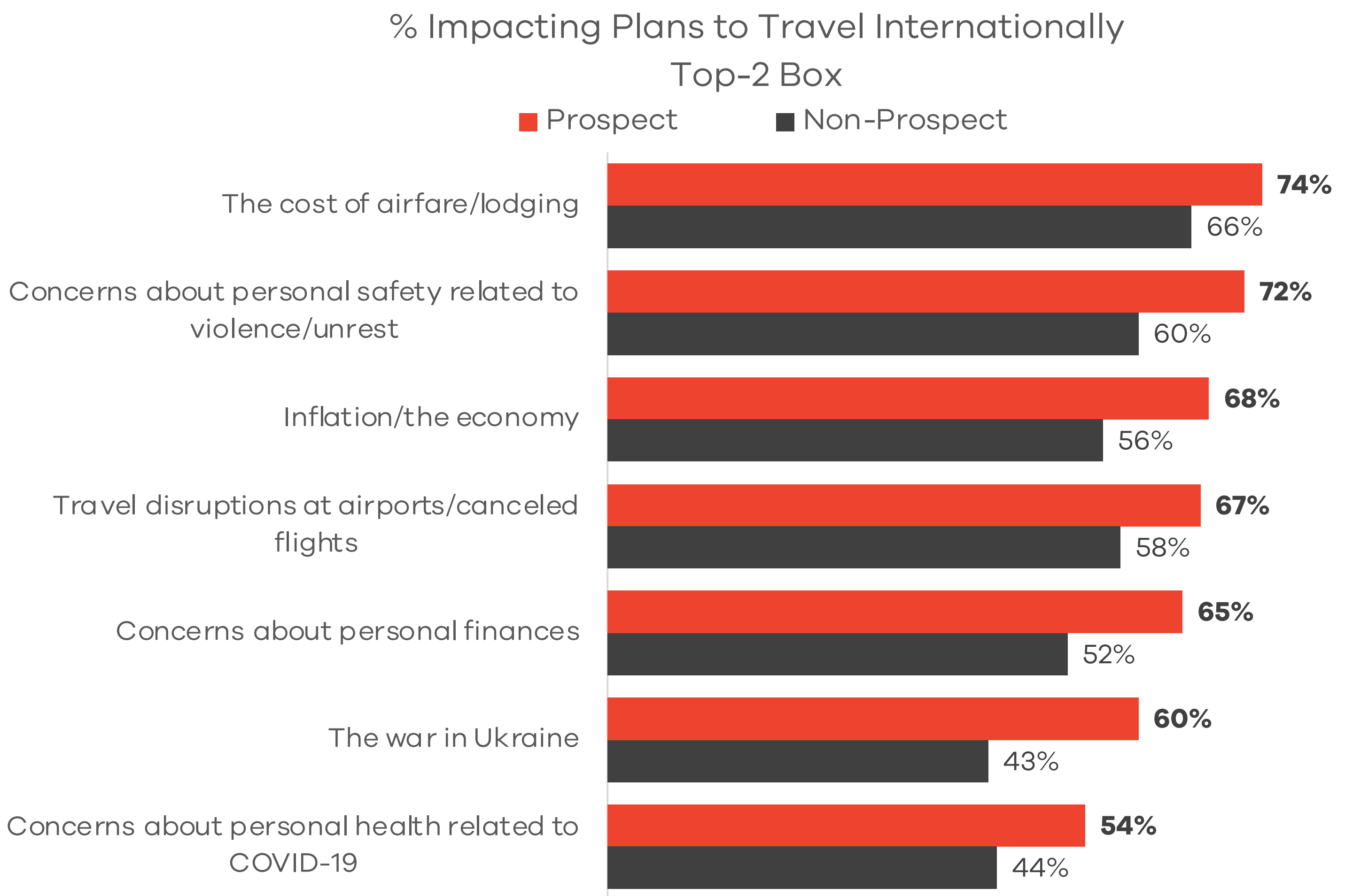


- Interest in visiting Finland decreases with age and increases as household income increases.
- Millennials, Gen Zs and travellers with household incomes of $75K or more express the most interest in visiting Finland.

Base: European travellers (n=4,019)
Source: MMGY Global's 2022 *Portrait of European Travellers*™

Potential Obstacles to Travelling Internationally

Concerns about the cost of travel and personal safety have the largest impact on prospects.

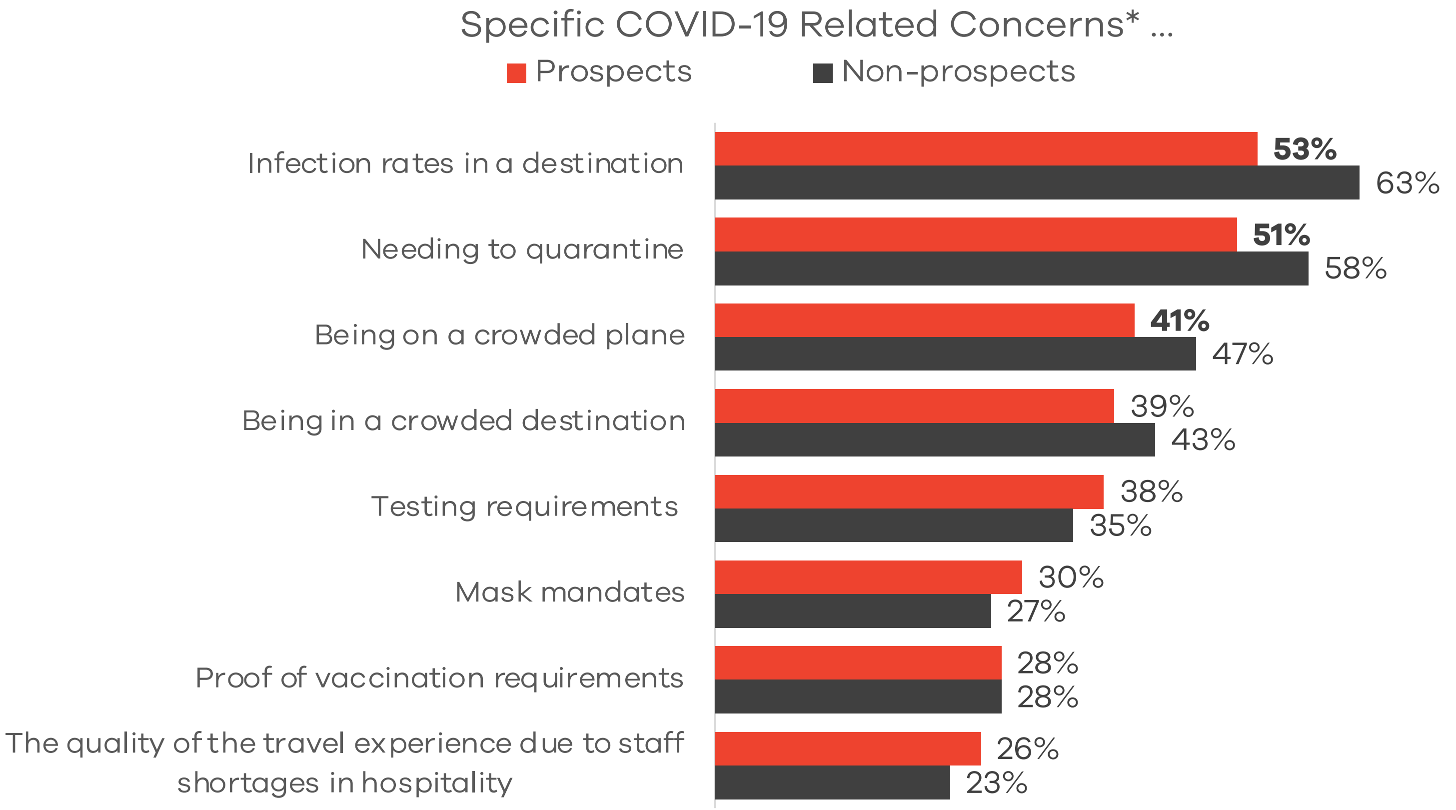


Statistically significant difference from non-prospects is in bold.
Base: Prospects: n=1,470; Non-prospects: n=1287
Source: MMGY Global's 2022 *Portrait of European Travellers*™

- Significantly more prospects than non-prospects are impacted by all these concerns.

Prospects are more concerned than non-prospects about COVID-19 when making international travel plans.

34% of prospects indicate they are extremely or very concerned about COVID-19 when making international travel plans–significantly more than non-prospects (26%).

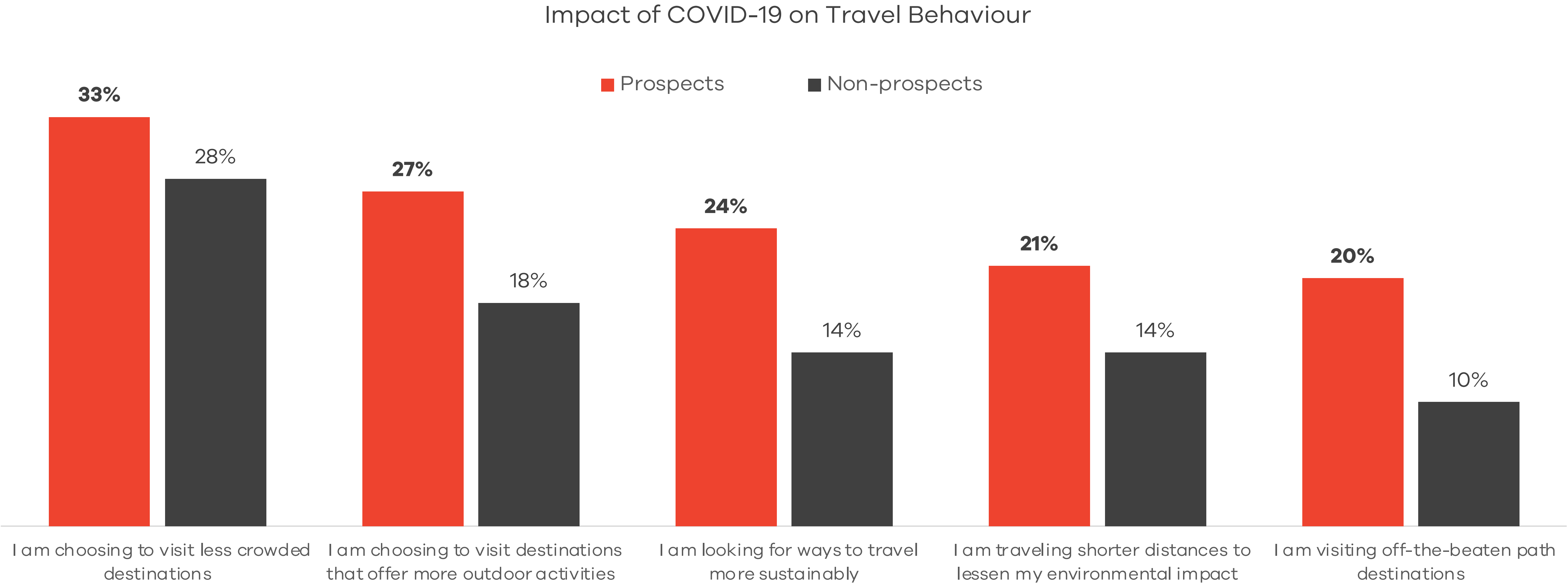


- The top concerns among these prospects are infection rates in a destination, needing to quarantine, and being in a crowded plane, although significantly fewer prospects than non-prospects harbor these concerns.

Statistically significant difference from non-prospects is in bold.
Base: European travellers with COVID-19 concerns* (Prospects: n=972; Non-prospects: n=723)
Source: MMGY Global's 2022 *Portrait of European Travellers*™

MMGY Travel Intelligence

Visiting less crowded destinations is the number one behaviour change prospects are making as a result of the pandemic.



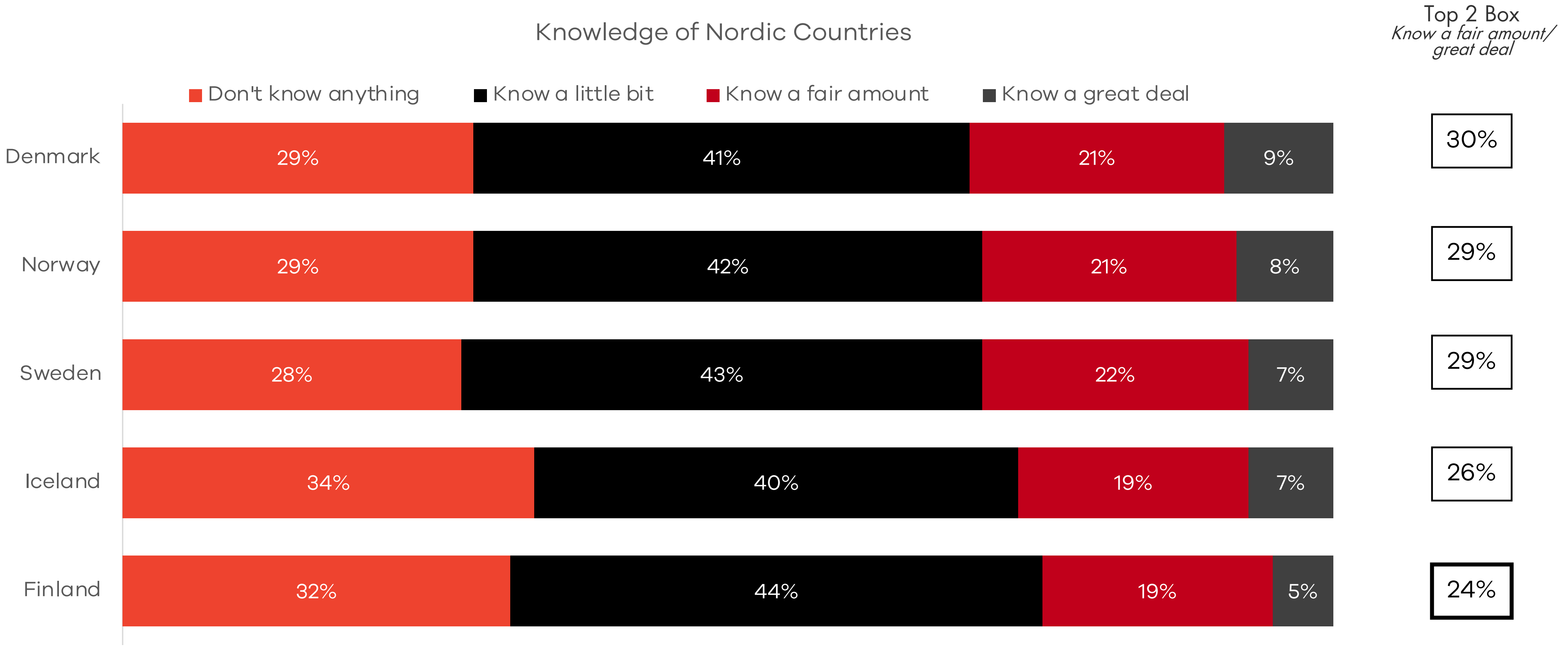
Statistically significant difference from non-prospects is in bold.

Base: Prospects: n=1,470; Non-prospects: n=1287

Source: MMGY Global's 2022 *Portrait of European Travellers*TM

Finland
Custom Questions

Knowledge of Finland is lower than other Nordic countries.



Base: European travellers (n=4,019)
Source: MMGY Global's 2022 *Portrait of European Travellers*TM

Knowledge of Finland is highest among German travellers, followed by travellers from the U.K. and Italy.

Know a fair amount/great deal about...	France	Germany	Italy	Spain	U.K.
Denmark	19%	48%	28%	23%	30%
Norway	20%	48%	24%	25%	29%
Sweden	21%	47%	24%	22%	29%
Iceland	20%	39%	20%	18%	31%
Finland	18%	**37%**	22%	17%	25%

Base: European travellers (France: n=800, Germany: n=800, Italy: n=800, Spain: n=805, U.K.: n=814)
Source: MMGY Global's 2022 *Portrait of European Travellers*™

Finland prospects are also knowledgeable about other Nordic destinations.

Know a fair amount/great deal about...	Prospects
Norway	43%
Denmark	42%
Sweden	42%
Finland	38%
Iceland	37%

Base: Finland prospects n=1,470
Source: MMGY Global's 2022 *Portrait of European Travellers*™

Experiencing nature is the top motivation for holidaying in Finland, followed by experiencing cities.

Motivations For Holidaying in Finland	Prospects
Experiencing nature	67%
Experiencing cities	51%
Experiencing the local lifestyle (everyday life of local people)	49%
Travelling to an undiscovered destination	48%
Having an active holiday	31%
Enjoying a high-end travel experience	23%
Other	2%

- Throughout the results of Finland's custom questions, it is apparent that Finland prospects most associate Finland with its natural assets and it is also the biggest draw.

COUNTRY DIFFERENCES

- Significantly more prospects from France , Italy, and Spain than Germany and the U.K. are motivated to holiday in Finland to travel to an undiscovered destination.

Base: Finland prospects n=1,470
Source: MMGY Global's 2022 *Portrait of European Travellers*TM

MMGY Travel Intelligence

The top associations with Finland are natural wonders and the safety of the destination.

Associations With Finland	Strongly Associate	Somewhat Associate	Don't Associate	Not Sure
Experiencing natural wonders (the northern lights, midnight sun)	77%	17%	3%	3%
Safe travel destination	71%	21%	4%	4%
Variety of winter/snow activities	67%	24%	5%	4%
Undiscovered destination/off-the-beaten-path	62%	28%	5%	5%
Sauna experiences	62%	25%	7%	6%
Less crowded than other destinations	58%	28%	7%	7%
Variety of summer/outdoor activities	57%	29%	8%	7%
A sustainable travel destination	55%	30%	7%	8%
Extra-ordinary accommodation options	54%	31%	8%	7%
Interesting architecture and design	50%	35%	9%	6%
Family-friendly destination	49%	34%	9%	8%
Culinary experiences and local delicacies	46%	37%	11%	6%
Luxury accommodations	39%	37%	14%	11%
Interesting local festivals and other special events	38%	40%	14%	8%
Affordable accommodations	37%	33%	20%	9%

Base: Finland prospects n=1,470
Source: MMGY Global's 2022 *Portrait of European Travellers*™

- There is opportunity to educate prospects on affordable accommodation options, interesting local festivals and luxury accommodations that Finland offers as these are least associated with Finland.

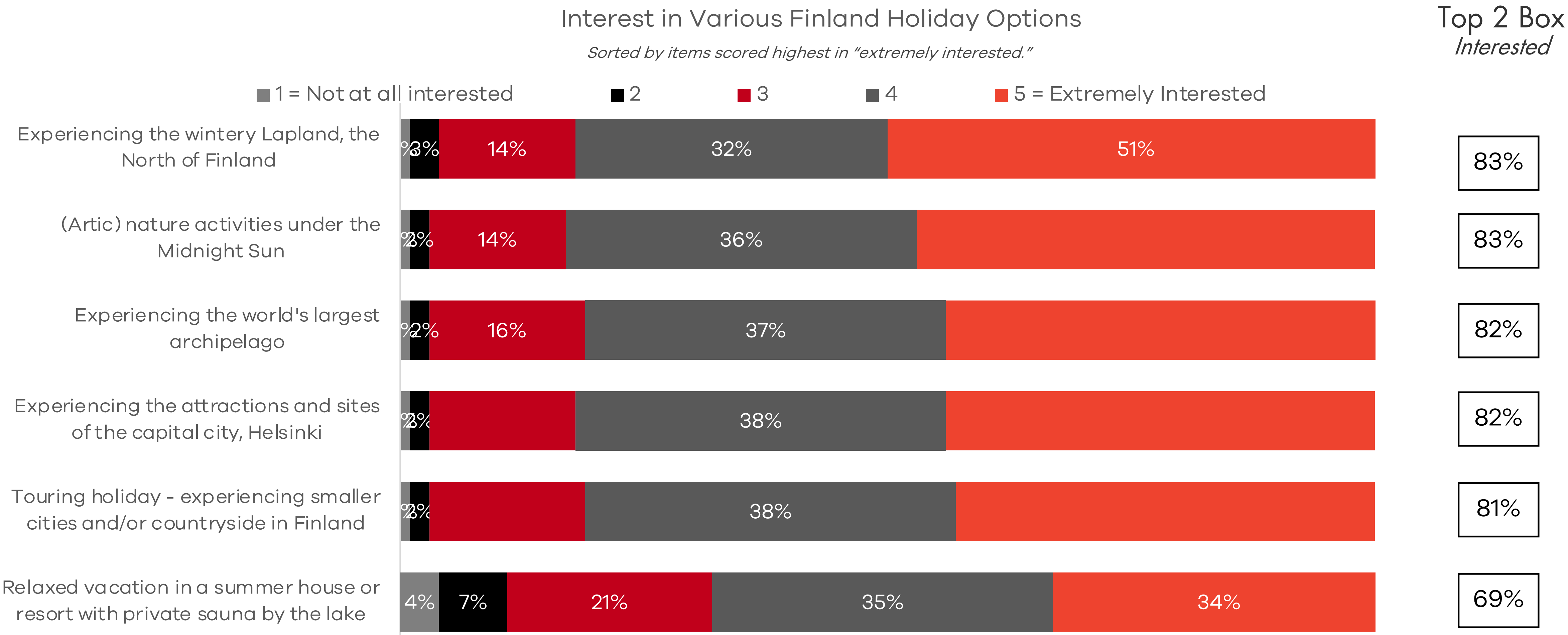
MMGY Travel Intelligence

Significantly more prospects from France and Spain than from Italy strongly associate many of these experiences with Finland.

Strongly Associate With Finland	France	Germany	Italy	Spain	U.K.
Experiencing natural wonders (the northern lights, midnight sun)	78%	75%	76%	**83%**	71%
Safe travel destination	74%	69%	62%	**81%**	63%
Variety of winter/snow activities	**74%**	58%	61%	**77%**	61%
Undiscovered destination/off-the-beaten-path	**70%**	55%	60%	**66%**	53%
Sauna experiences	**68%**	62%	56%	**67%**	53%
Less crowded than other destinations	**61%**	**64%**	51%	**62%**	54%
Variety of summer/outdoor activities	**66%**	50%	52%	60%	52%
A sustainable travel destination	**61%**	45%	54%	**60%**	47%
Extra-ordinary accommodation options	56%	46%	49%	**64%**	51%
Interesting architecture and design	51%	44%	48%	53%	52%
Family-friendly destination	**56%**	50%	36%	**54%**	47%
Culinary experiences and local delicacies	49%	43%	42%	50%	44%
Luxury accommodations	41%	31%	32%	43%	**48%**
Interesting local festivals and other special events	42%	33%	31%	40%	**49%**
Affordable accommodations	**37%**	**42%**	27%	**41%**	**40%**

Statistically significant difference from other groups is in bold.
Base: Finland prospects (France: n=274, Germany: n=252, Italy: n=336, Spain: n=386, U.K.: n=222)
Source: MMGY Global's 2022 *Portrait of European Travellers*™

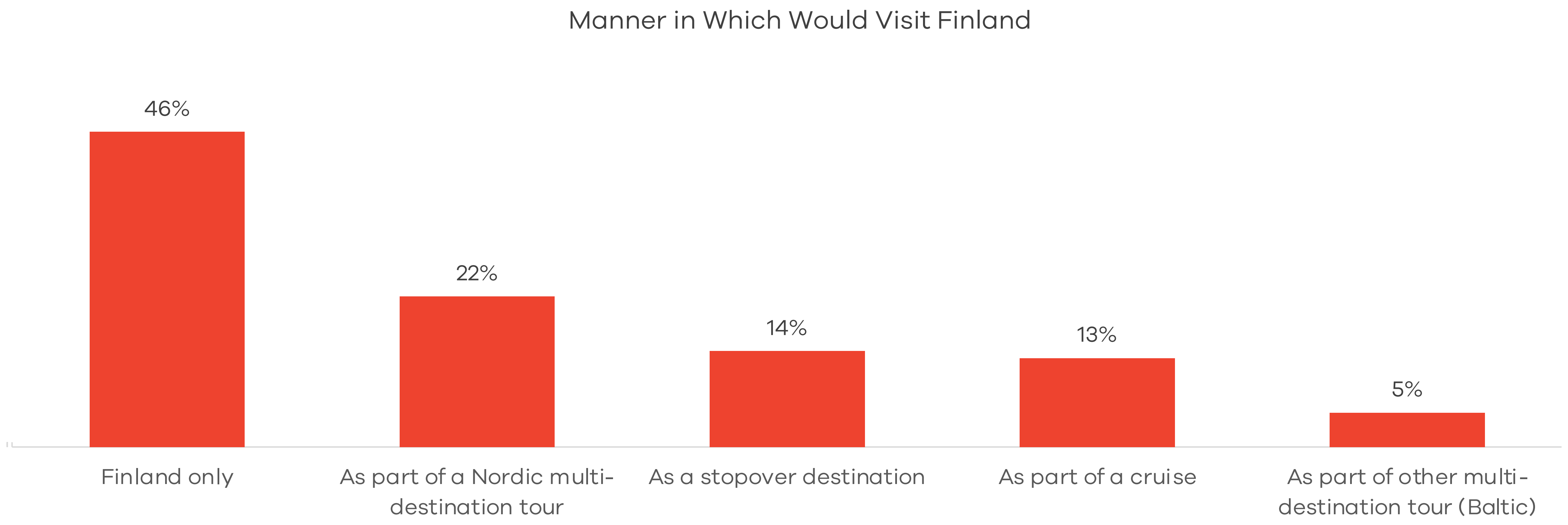
About half of prospects are *extremely* interested in experiencing the wintery Lapland and nature activities under the Midnight Sun.



Base: Finland prospects n=1,470

Source: MMGY Global's 2022 *Portrait of European Travellers*™

The preferred way to visit Finland would be as a standalone destination.



Base: Finland prospects n=1,470
Source: MMGY Global's 2022 *Portrait of European Travellers*TM

The most popular method of arranging a holiday to Finland among prospects is to plan and make bookings themselves.

Method Of Arranging A Holiday To Finland	Prospects
Plan and make bookings myself	39%
Use a tour operator to arrange a tailor-made trip according to my (or my family's/company's) wishes	25%
Book a ready-made package from a tour operator with a fixed itinerary	20%
Plan and book some parts of the trip myself and use a tour operator for other parts	15%

Base: Finland prospects n=1,470
Source: MMGY Global's 2022 *Portrait of European Travellers*TM

Those interested in Finland are hampered by the cost to visit Finland, both overall as a destination and the flights.

Potential Barriers To Travelling To Finland	Prospects	Non-Prospects
Destination is too expensive	**37%**	18%
Flight is too expensive	**29%**	11%
Language barrier	**19%**	14%
Would rather visit other destinations first	**16%**	34%
Safety concerns	**12%**	4%
Don't know enough about it	**12%**	21%
Just never considered it for a holiday	**10%**	35%
Flight is too long	**10%**	5%
Nothing interesting to do	7%	8%
It's not appealing to me	**6%**	28%
Other	6%	5%

Statistically significant difference from non-prospects is in bold.
Base: Finland prospects n=1,470
Source: MMGY Global's 2022 *Portrait of European Travellers*™

- As would be expected, prospects and non-prospects differ in their barriers to travel to Finland, with prospects focusing on the cost of visiting while non-prospects have never considered visiting or would rather visit other destinations first.

COUNTRY DIFFERENCES

- Prospects from Italy and Spain are most likely to cite the expensive cost as a barrier to visiting Finland, both the destination overall and the flights.

Sustainability in Travel

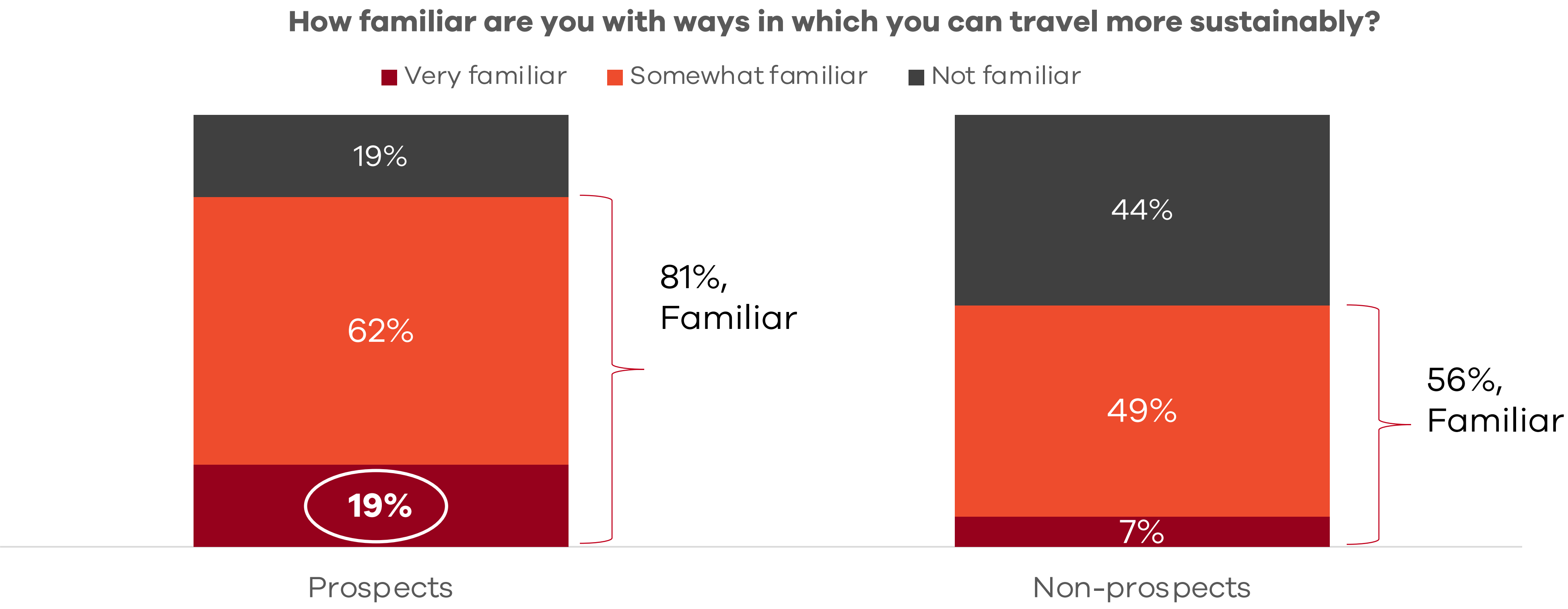
The Finland prospect is a sustainable traveller.

- **Sustainability efforts impact their travel decision-making.**
  - 62% of prospects indicate that a travel service provider's focus on sustainability and environmental considerations impact their travel decision-making, compared to 32% of non-prospects.
  - 65% of prospects indicate that they visit lesser-known destinations or visit in the off-season to avoid contributing to tourism overcrowding compared to 43% of non-prospects.
  - 72% indication that a destination's reputation for sustainable tourism influences their choice of international holiday destination, compared to 49% of non-prospects.
- **They are willing to take action to support the cause.**
  - 75% are willing to pay a higher rate to support providers who demonstrate environmental responsibility, compared to 54% of non-prospects.
  - 41% agree that they would be willing to pay an extra $100 for a flight to help reduce their carbon footprint, compared to 19% of non-prospects.
- **They are knowledgeable.**
  - 81% agree that they are at least somewhat familiar with ways to travel more sustainably, compared to 56% of non-prospects.

- There is opportunity to educate prospects on sustainable travel. Even though Finland prospects are knowledgeable on the topic, many are interested in learning how they can travel even more sustainably.
- Prioritizing sustainability and continuing to attract a sustainable traveller not only benefits the destination's natural assets, but residents are more likely to embrace tourism if the visitors demonstrate some of these values.

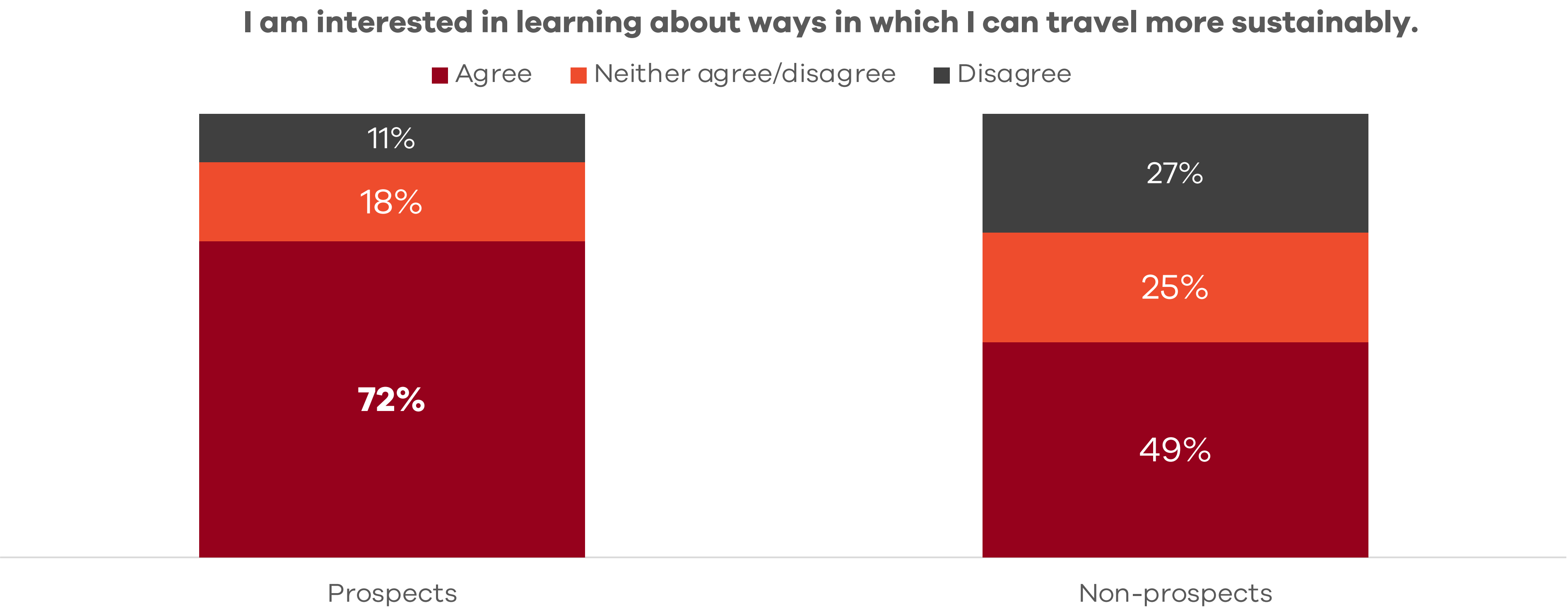
Base: Prospects: n=1,470; Non-prospects: n=1287
Source: MMGY Global's 2022 *Portrait of European Travellers*™

Finland prospects are more knowledgeable about ways to travel sustainably than non-prospects…

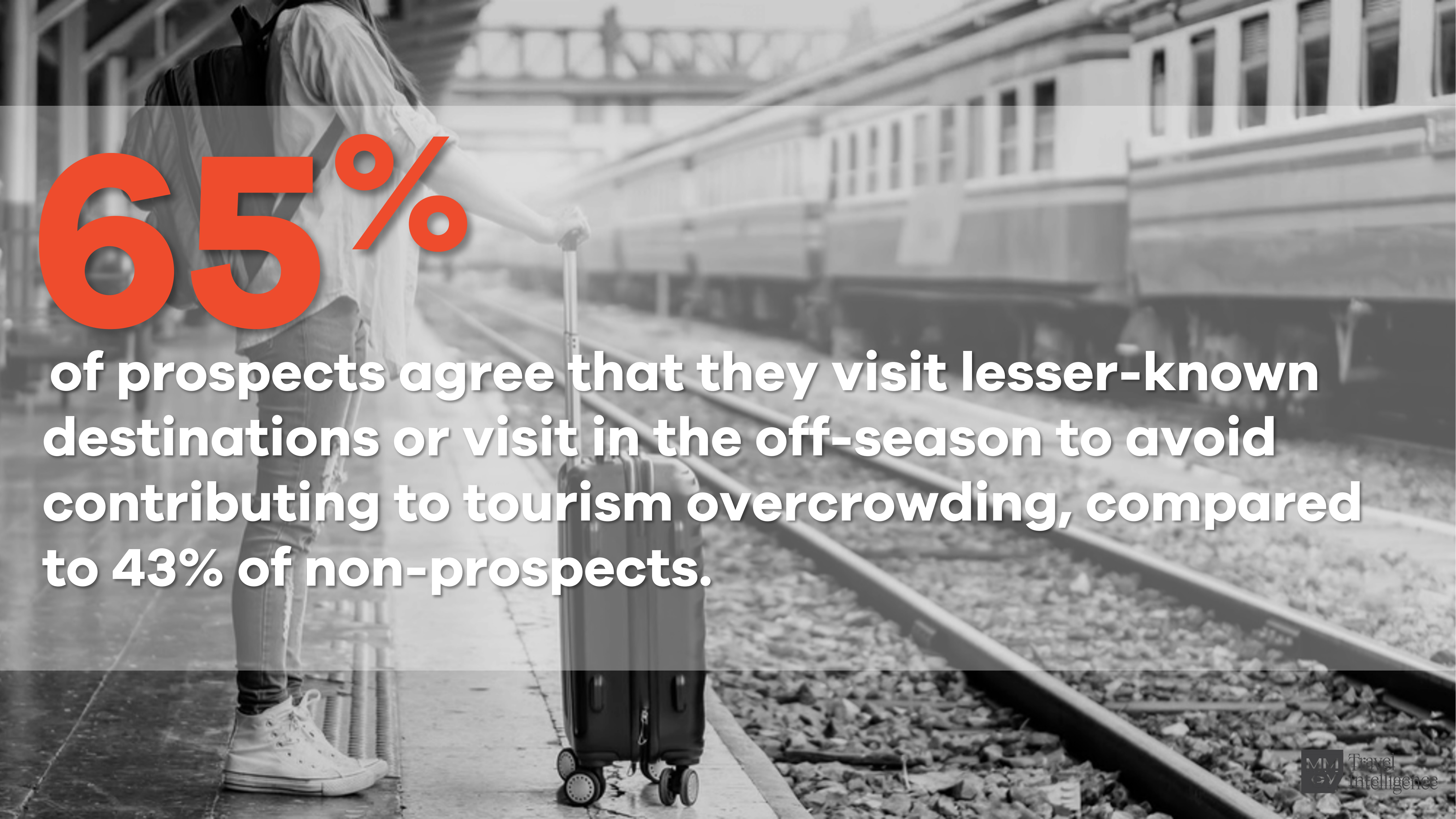


Statistically significant difference from non-prospects is in bold.
Base: Prospects: n=1,470; Non-prospects: n=1287
Source: MMGY Global's 2022 *Portrait of European Travellers*™

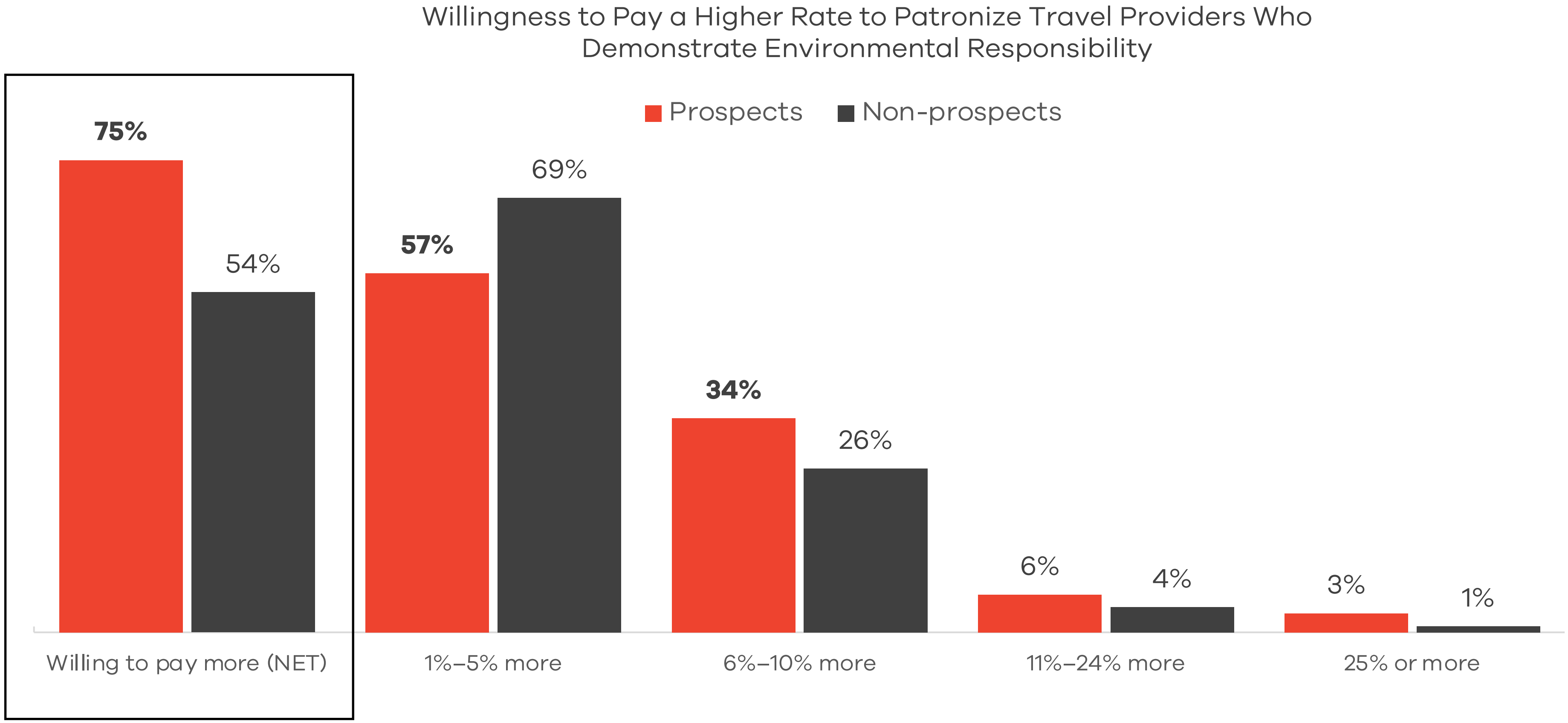
… and are more interested in learning ways to travel sustainably.



Statistically significant difference from non-prospects is in bold.
Base: Prospects: n=1,470; Non-prospects: n=1287
Source: MMGY Global's 2022 *Portrait of European Travellers*™


65%
of prospects agree that they visit lesser-known destinations or visit in the off-season to avoid contributing to tourism overcrowding, compared to 43% of non-prospects.
MMGY Travel Intelligence

Among prospects who say they are willing to pay more, the majority (91%) are willing to pay a maximum of 10% more.

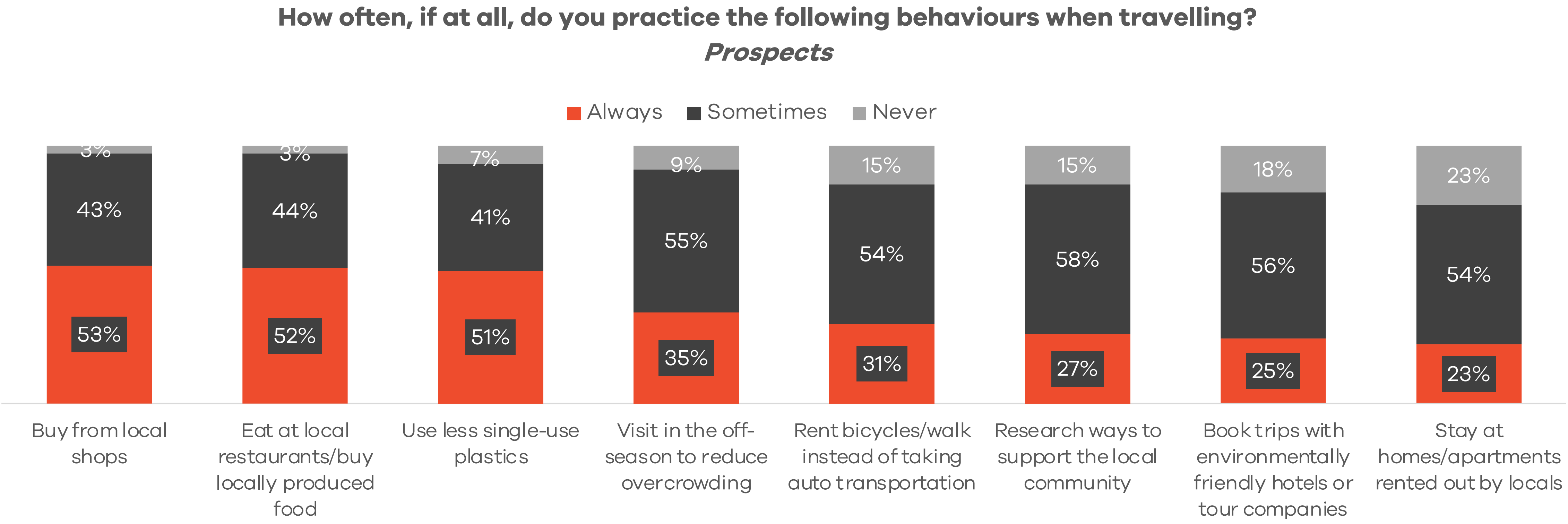


Statistically significant difference from non-prospects is in bold.

Base: Prospects: n=1,470; Non-prospects: n=1287

Source: MMGY Global's 2022 *Portrait of European Travellers*™

Sustainable Behaviours While Travelling



Statistically significant differences from non-prospects are shaded black.

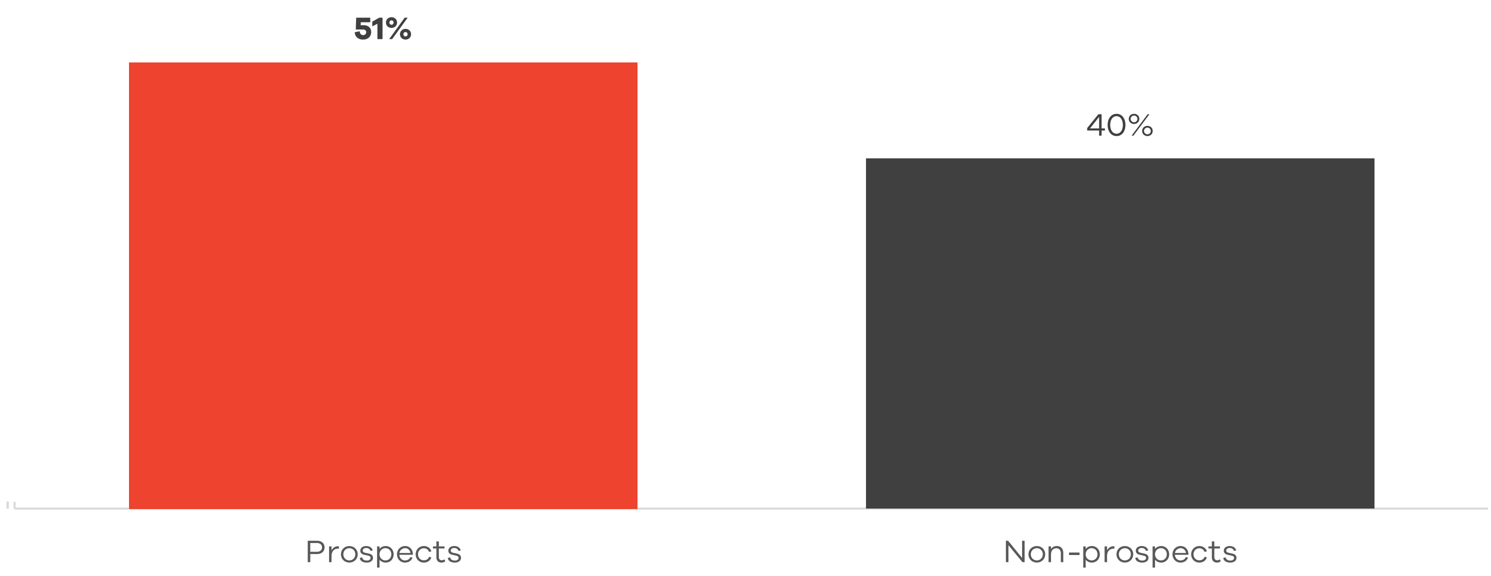
Base: Prospects: n=1,470
Source: MMGY Global's 2022 *Portrait of European Travellers*™

Travel Advisors

MMGY Travel Intelligence

Finland prospects are more likely to use the services of a travel advisor during the next 12 months.

% of Prospects Who Plan to Use a Travel Advisor for International Holidays During the Next 12 Months



- A similar percentage of prospects indicate they used the services of a travel advisor during the past 3 years (51%).

Statistically significant difference from non-prospects is in bold.

Base: Prospects: n=1,470; Non-prospects: n=1287

Source: MMGY Global's 2022 *Portrait of European Travellers*™

MMGY Travel Intelligence

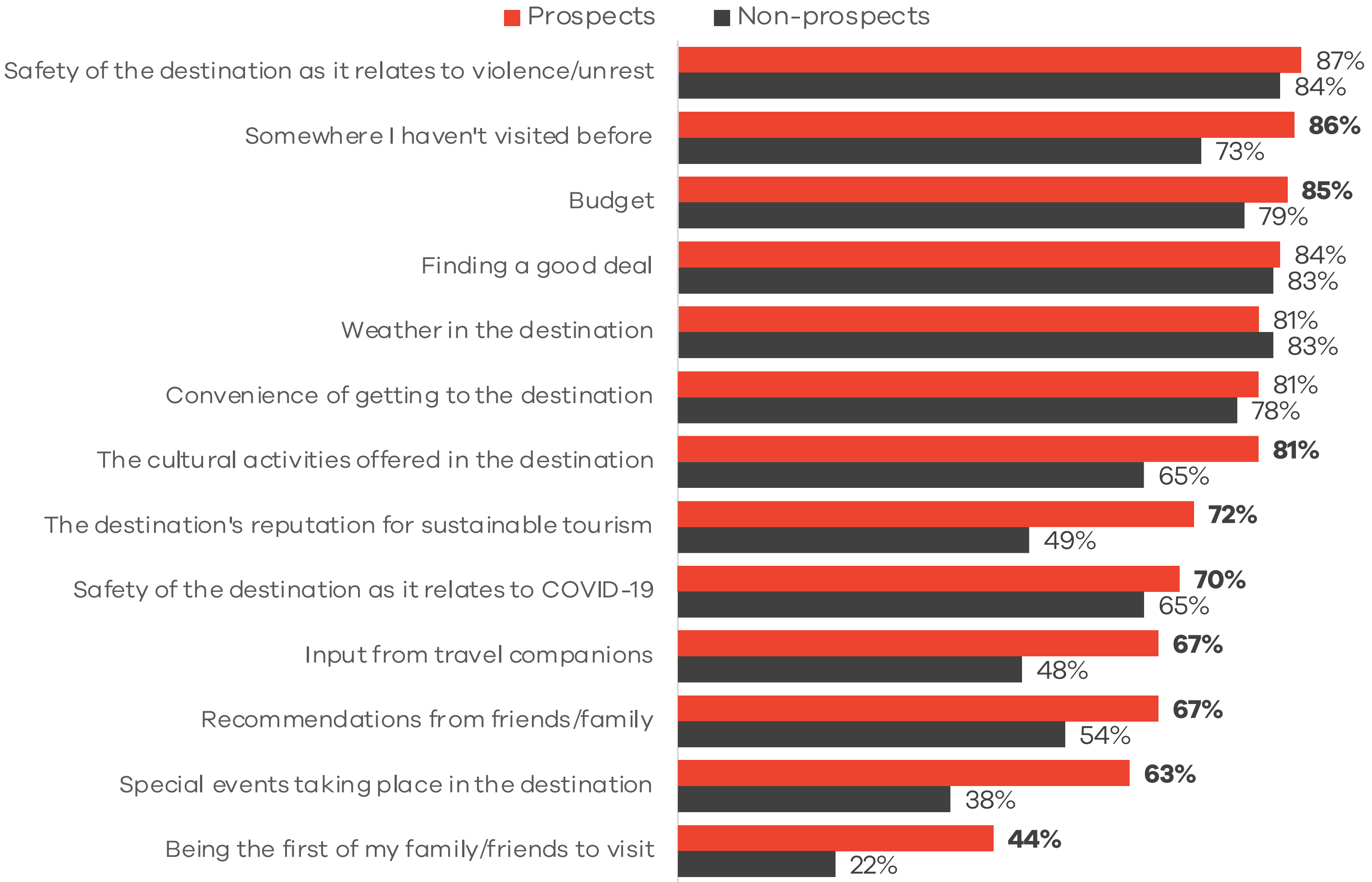
Prospects are most likely to use a travel advisor to help with complex itineraries, followed by planning multi-city holidays and to get access to activities/places they cannot get to on their own.

Situations in Which Would Consider Using a Travel Advisor	Prospects	Non-prospects
Complex itineraries	**36%**	29%
Planning multi-city holidays	**26%**	21%
To get access to activities/places I cannot get to on my own	**25%**	20%
For the ability to make changes, cancellations, etc.	**23%**	19%
To confirm bookings	23%	20%
Planning a multi-day tour	**22%**	15%
Expensive holidays	**22%**	19%
Planning special occasion holidays	**20%**	13%
Organizing a group holiday	**19%**	15%
For education on the latest intel on a destination	**17%**	14%
Perceived language barriers	**17%**	10%
Special interest trips (e.g., photography, birdwatching, sports)	**15%**	9%
Planning a day tour	**14%**	9%
None of the above	**14%**	26%

Statistically significant difference from non-prospects is in bold.
Base: Prospects: n=1,470; Non-prospects: n=1287
Source: MMGY Global's 2022 *Portrait of European Travellers*TM

International Travel Planning

Influential When Selecting a Destination



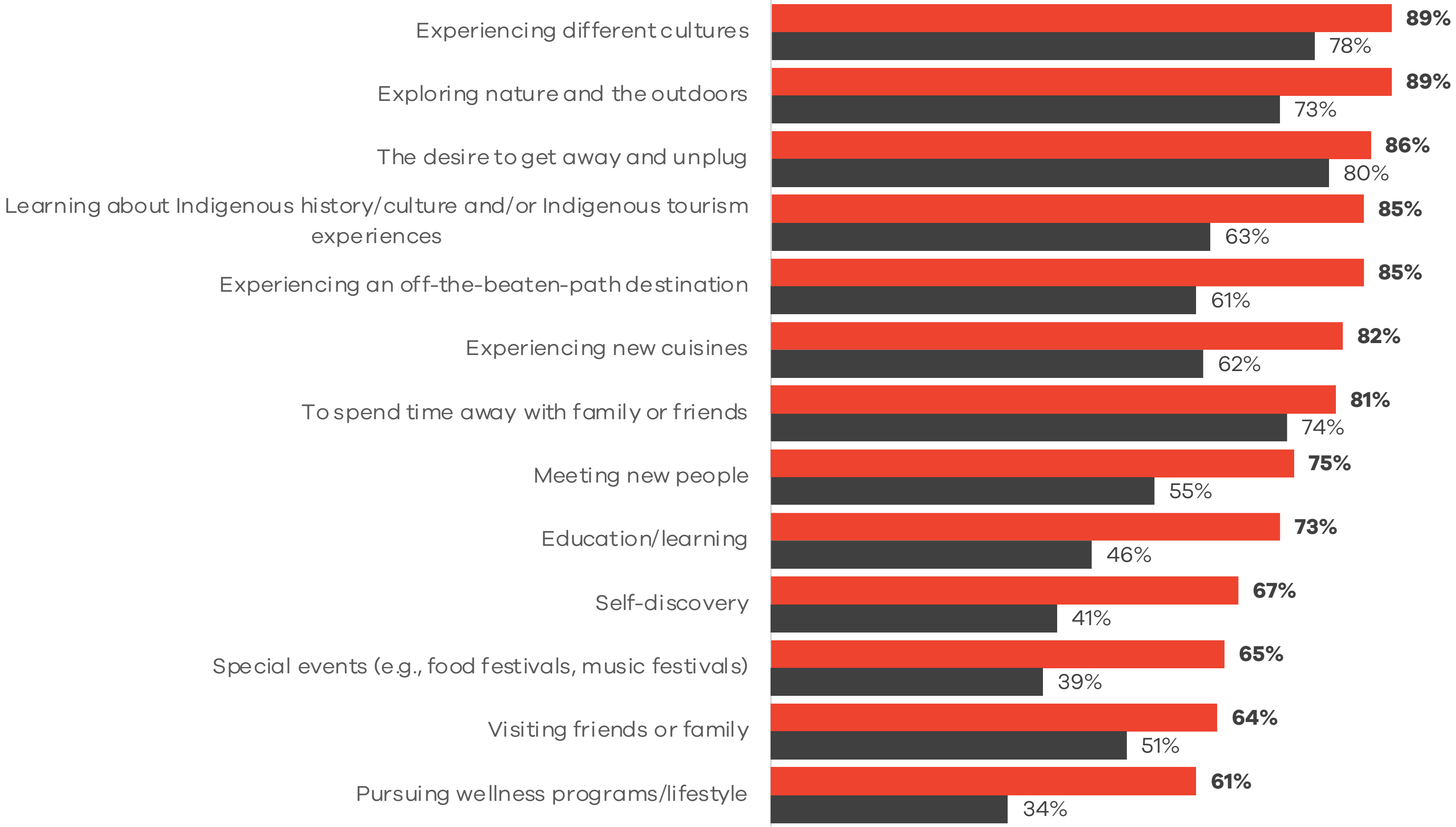
Statistically significant difference from non-prospects is in bold.
Base: Prospects: n=1,470; Non-prospects: n=1287
Source: MMGY Global's 2022 *Portrait of European Travellers*™

- The safety of the destination as it relates to violence/unrest, visiting somewhere new, the budget of the holiday, and finding a good deal are the top traits that influence a prospect's choice of holiday destination.

MMGY Travel Intelligence

Prospects have a more diverse set of travel motivators than non-prospects.

% Somewhat/Extremely Motivating



Statistically significant difference from non-prospects is in bold.

Base: Prospects: n=1,470; Non-prospects: n=1287

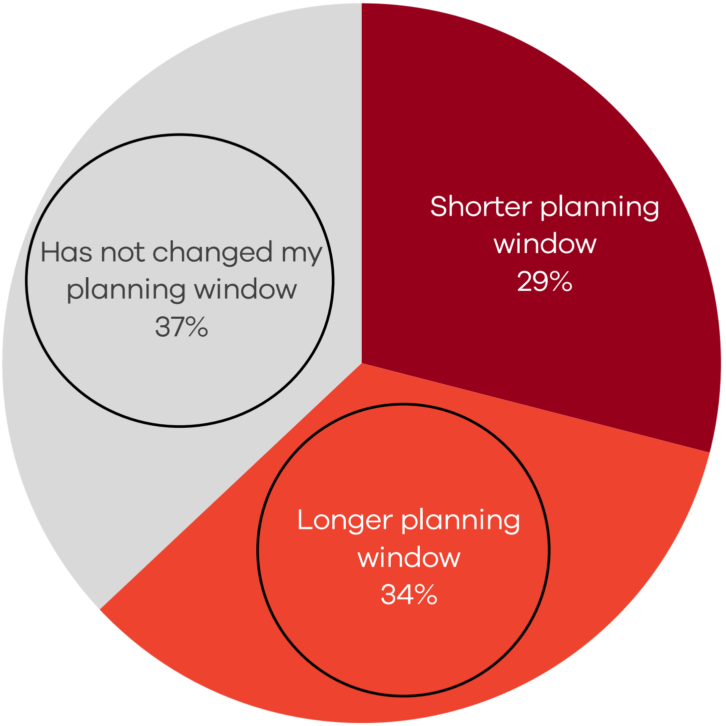
Source: MMGY Global's 2022 *Portrait of European Travellers*™

- Finland prospects are much more likely to be motivated to travel internationally for all experiences included in the survey. A few of these include to experience different cultures, to explore nature and the outdoors, to get away and unplug, to learn about Indigenous history/culture, and to experience an off-the-beaten path destination.

MMGY Travel Intelligence

A similar percentage of prospects indicate that their planning window has not changed <u>and</u> that their planning window has lengthened.

How has the pandemic changed the lead time of planning an international holiday?
(Finland Prospects)



- Even though one-third of travellers expressed that their planning window has lengthened, the majority (80%) are still planning fewer than six months in advance.

Planning International Holidays	Prospects
<3 months in advance	31%
3 6 months in advance	49%
6 12 months in advance	17%
12+ months in advance	2%

Base: Prospects: n=1,470
Source: MMGY Global's 2022 *Portrait of European Travellers*™

Booking.com is the top website used for international travel information.

Specific Websites Used to Obtain International Travel Information	Prospects	Non-prospects
Booking.com	**60%**	52%
Tripadvisor	45%	44%
Trivago	**38%**	31%
Expedia	**34%**	31%
YouTube	**30%**	21%
Specific airline brand website	22%	21%
Specific destination website	22%	19%
Skyscanner	**21%**	16%
Google Travel	**19%**	11%
Travel blogs	**18%**	9%
Specific hotel brand website	18%	18%
Kayak	**17%**	10%
lastminute.com	**16%**	12%
eDreams ODIGEO	**9%**	4%
None of the above	**3%**	11%

Statistically significant difference from non-prospects is in bold.

Base: Prospects: n=1,470; Non-prospects: n=1287

Source: MMGY Global's 2022 *Portrait of European Travellers*™

- Finland prospects are more likely than non-prospects to go to Booking.com, Trivago, Expedia, YouTube, Skyscanner, Google Travel, travel blogs, Kayak, lastminute.com and eDreams ODIGEO for international travel information.

Social media plays a role in travel decision-making for prospects.

	Prospects	Non-prospects
Follow a destination on social media	**42%**	21%
Has selected a holiday destination at least partially on information, photos or videos viewed on social media	**60%**	38%
Social media influencers have a great deal/somewhat of an influence on travel decisions	**47%**	24%
Content Considered to Be The Most Inspirational	Prospects	Non-prospects
Authentic images of the destination taken by other travellers	**53%**	63%
Beautiful pictures taken by professional photographers in the destination	49%	44%
Special offers/promotions from travel service providers in the destination	46%	40%
Stories from/about fellow travellers	43%	43%
Insider information/access from the destination	41%	34%
Sustainability initiatives	26%	17%
Contests/sweepstakes	19%	16%

Statistically significant difference from non-prospects is in bold.
Base: Prospects: n=1,470; Non-prospects: n=1287
Source: MMGY Global's 2022 *Portrait of European Travellers*™

- 6 in 10 prospects indicate that they are selecting holiday destinations at least partially on information viewed on social media.
- Half report that social media influencers have an impact on their travel decision-making.
- Utilizing social media influencers may be an effective way to promote Finland as a holiday destination.

6 in 10 Finland prospects indicate they use social media for travel planning; Instagram and YouTube are used most often for this purpose.

Social Media Platforms Used when Planning Travel	Prospects	Non Prospects
Instagram	**30%**	16%
YouTube	**26%**	15%
Facebook/META	**21%**	12%
TikTok	**11%**	5%
Twitter	**8%**	3%
Pinterest	**7%**	3%
Telegram	**7%**	1%
Snapchat	**5%**	2%
Twitch	**4%**	1%
LinkedIn	**4%**	2%
Tumblr	**2%**	0%
None of the above	**40%**	63%

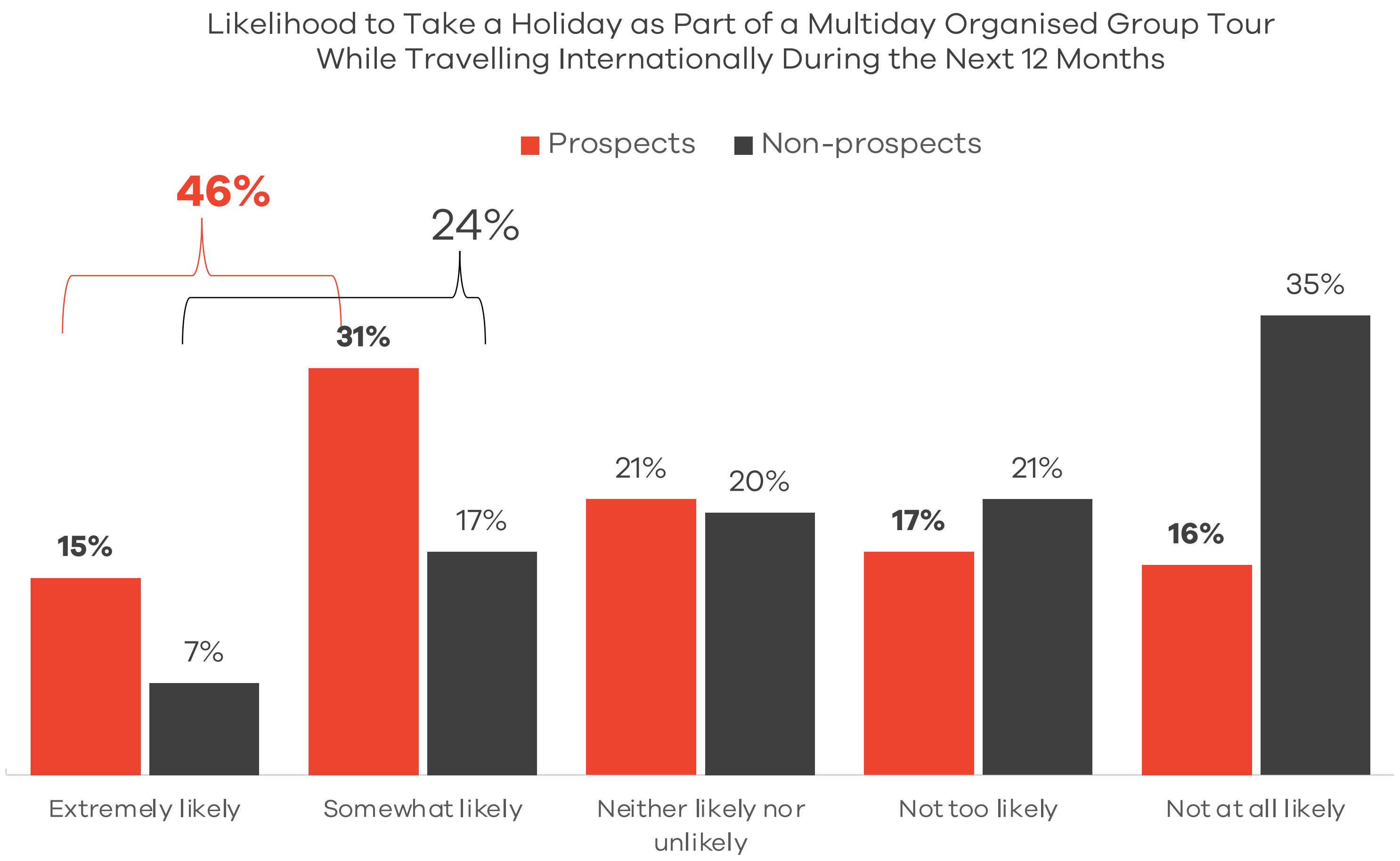
Statistically significant difference from non-prospects is in bold.
Base: Those that have a social media profile (Prospects: n=1,341; Non-prospects: n=1,037)
Source: MMGY Global's 2022 *Portrait of European Travellers*™

MMGY Travel Intelligence

Organised Group Tours

MMGY Travel Intelligence

Prospects are much more likely than non-prospects to take a multiday group tour.



Statistically significant difference from non-prospects is in bold.

Base: Prospects: n=1,470; Non-prospects: n=1287

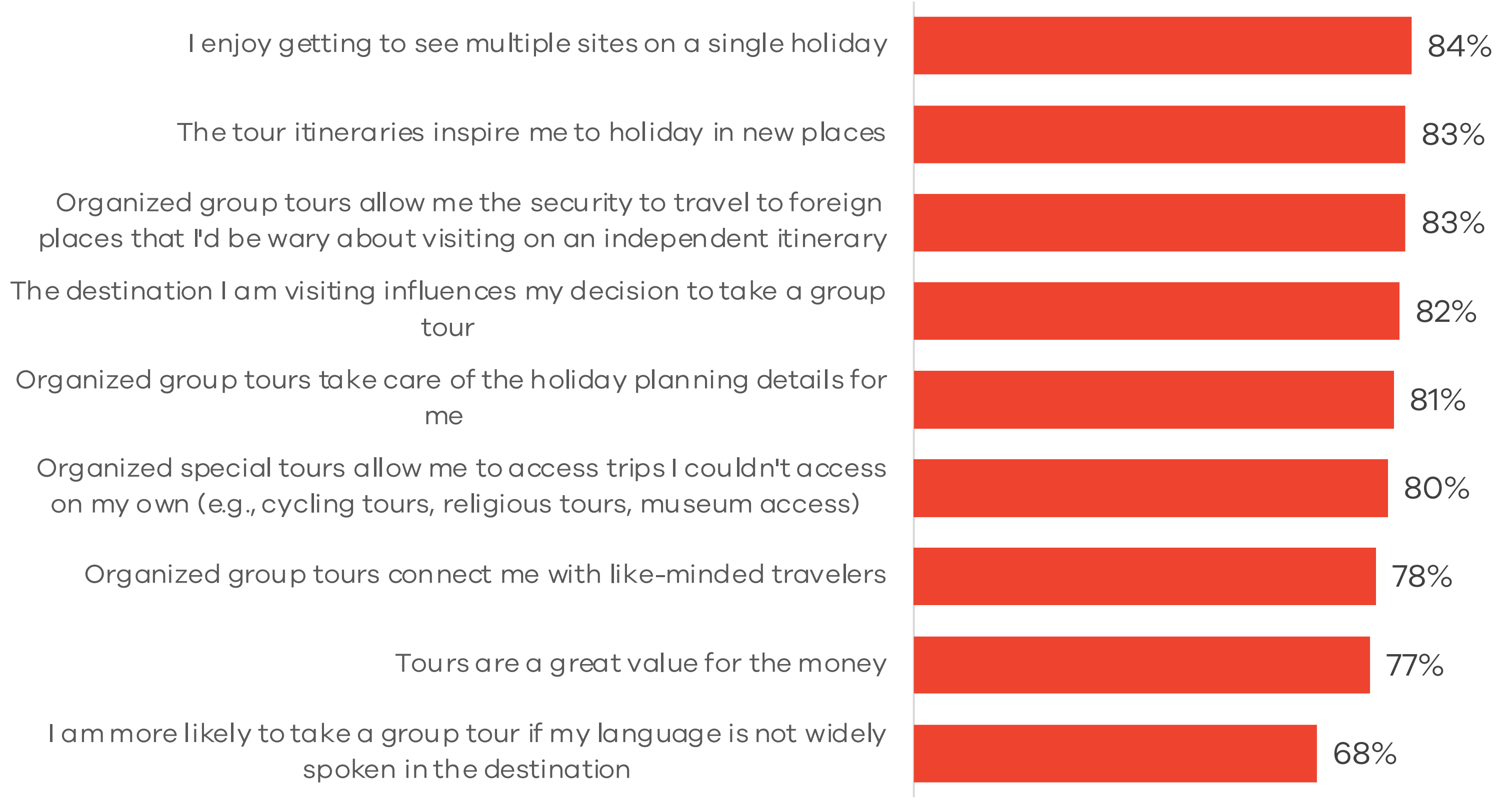
Source: MMGY Global's 2022 *Portrait of European Travellers*™

- 46% of prospects indicate they are extremely or somewhat likely to take a multiday organised group tour during the next 12 months, compared to 24% of non-prospects.

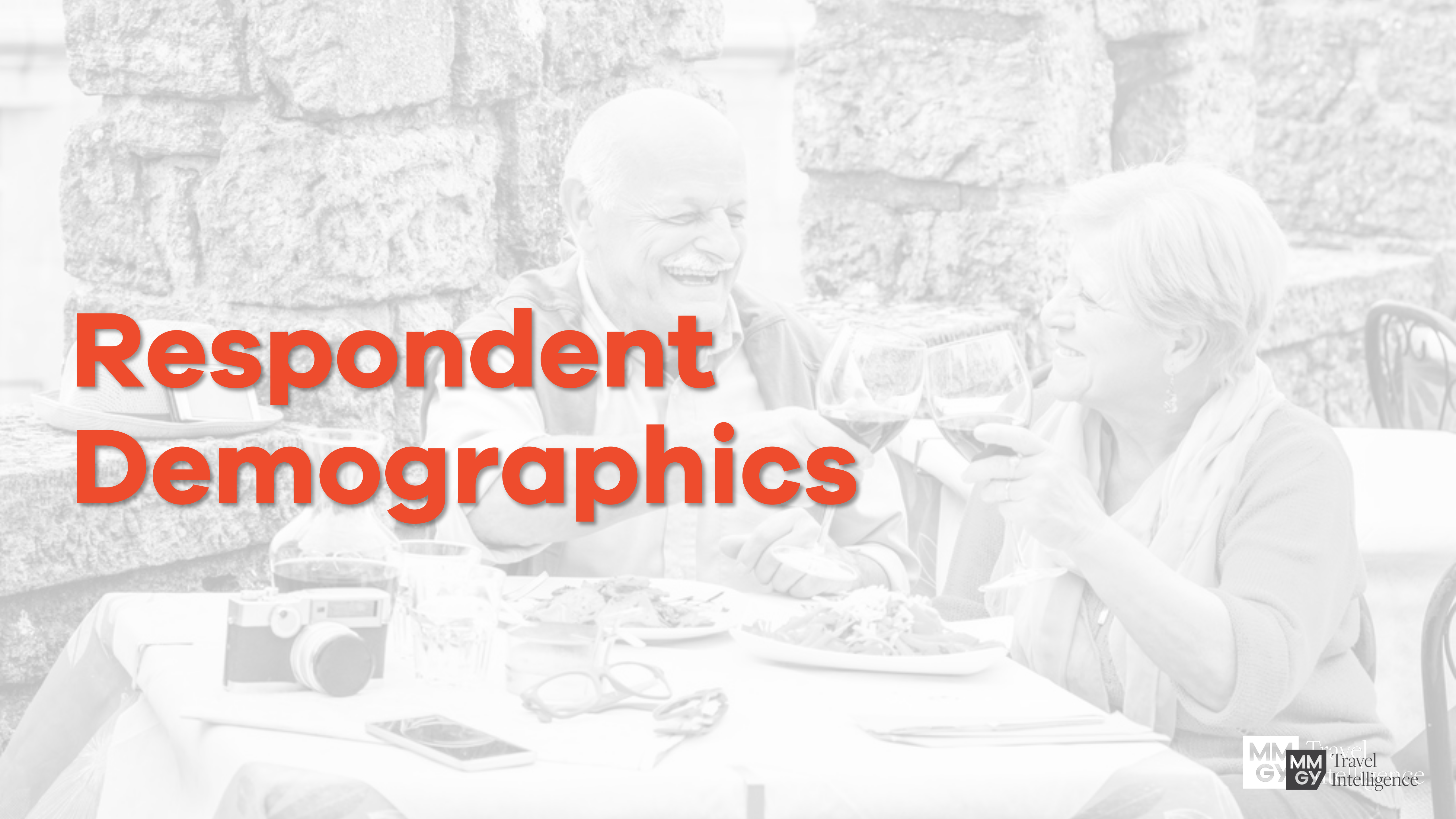
MMGY Travel Intelligence

Top reasons for travelling with a tour company are to see multiple sites on a single holiday, the inspiration to travel to new places, and a level of security when travelling to foreign places they may be wary to visit independently.

Reasons for Considering Travelling with a Tour Company - Prospects % Agree (Top-2 Box)



Base: European travellers who have taken or are likely to take a group tour (Prospects: n=702)
Source: MMGY Global's 2022 *Portrait of European Travellers*™



Respondent Demographics

Respondent Demographics

	Prospects	Non prospects
Male	48%	50%
Female	52%	50%
Other		
Lesbian, Gay, Bisexual, and/or Transgender (LGBTQ+)	13%	6%
Gen Zs	13%	9%
Millennials	35%	21%
Gen Xers	27%	26%
Boomers	23%	41%
Less than 75,000 (£/€)	**64%**	78%
75,000 – 124,999 (£/€)	**27%**	17%
$125,000 + (£/€)	**9%**	4%

Statistically significant difference from non-prospects is in bold.
Base: Prospects: n=1,470; Non-prospects: n=1287
Source: MMGY Global's 2022 *Portrait of European Travellers*TM

Respondent Demographics

	Prospects	Non prospects
Married/living together	69%	66%
Never married	**23%**	20%
Divorced/separated/widowed	**8%**	14%
Secondary school or less	**30%**	39%
University degree	**47%**	42%
Postgraduate degree	**22%**	19%
Employed (full-time or part-time)	**72%**	58%
Retired	**15%**	30%
Student	**7%**	4%
Temporarily unemployed	3%	4%
Homemaker (full-time)	3%	5%

Statistically significant difference from non-prospects is in bold.
Base: Prospects: n=1,470; Non-prospects: n=1287
Source: MMGY Global's 2022 *Portrait of European Travellers*TM

THANK YOU

Cees Bosselaar
Managing Director, Travel Intelligence
CBosselaar@MMGYIntel.com

Chelsea Bachman
Senior Research Account Manager
CBachman@MMGYIntel.com

MMGY Travel Intelligence